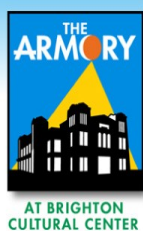


15th AnnualSaturday, December 11th, 2010A HOMETOWN
HOLIDAY TRADITION!10:00 a.m. - FREE Children's Matinee - AMC Theaters, Pavilions
ADMISSION IS FREE! SEATING IS LIMITED.2:00 p.m. - WINTER FESTIVAL EVENTS - Brighton City Hall
SANTA COMES TO TOWN, HOLIDAY TREE &
DECORATIONS, BRIGHTON ACTION STAGE, PETTING ZOO,
TEDDY BEAR TREE, CITY HALL INDOOR HOLIDAY TREE,
CHILDREN'S ACTIVITIES, FOOD & ENTERTAINMENT4:30 p.m. - MAIN STAGE CEREMONY & TREE LIGHTING
Brighton City Hall5:00 p.m. - 15TH ANNUAL "FESTIVAL OF LIGHTS" PARADE
Main St. and Bridge St.THE ARMORY
FULLY
DECORATED!
HOLIDAY
MUSICAL
8 PMFREE
CHILDRENS
CRAFTS
2 PM - 4 PM
ANYTHINK
LIBRARYAll Ages Will Enjoy This Electric Light Nighttime Parade
Free Shuttle Rides & Hospitality SeatingFOR MORE INFORMATION, PLEASE CONTACT
THE EVENTS, VOLUNTEERS & DOWNTOWN INITIATIVE
DIVISION AT 303-655-2218 or Visit www.brightonco.gov,
under "Community" click on "Festivals, Concerts & Special Events"
KBRI Channel 8 or EVENT HOTLINE 720-685-7339.

Brought to you by the CITY OF BRIGHTON

Downtown Partnership Committee
**BRIGHTON BUSINESS BUILDERS TO JOIN
DPC MONTHLY****When:** The 4th Thursday of each month, 7:30 AM**Where:** The Armory at Brighton Cultural Center
300 Strong St.

The Brighton Business Builders are a group of Brighton business owners that meet on a weekly basis to network and discuss business building ideas. The addition of this group to the Downtown Partnership Committee (DPC) brings a new dynamic to the committee. The DPC is a downtown business/property owner advocacy organization that leads efforts to strengthen the core downtown through business recruitment, support, economic development, marketing and special events. The DPC meets on a monthly basis to discuss and make recommendations for current happenings, upcoming projects and other vital downtown news.

If you are a downtown business and/or property owner and would like more information about becoming a member or attend a meeting, please contact Gary Montoya with the Events, Volunteers and Downtown Initiative division at 303-655-2217 or email gmontoya@brightonco.gov.

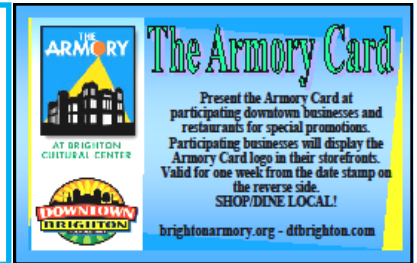
Channel 9's "Where in the Town"
visits Milagros Soap Company

Channel 9's Gregg Moss attempts to shape a loaf of soap while interviewing Sandi and Erica of Milagros Soap Company.

Channel 9's "Where in the Town" is Gregg Moss recently took a road trip up north to feature Milagros Soap Company, a downtown Brighton business. The segment touched on the history of Milagros, the process of making soap, and the success of the business in a challenging economy. The segment aired on the 9 News Morning edition on November 8th.



The Armory Card is available at all events at the Armory. The card is good for a variety of discounts & promotions at participating downtown businesses. Visit the Armory at Brighton Cultural Center for more info. **Shop/Dine Local!**



THE ARMORY AT BRIGHTON CULTURAL CENTER



Local Color/Banner Press Photo

LET OUR AUDIENCE BE YOUR AUDIENCE

300 STRONG STREET
BRIGHTON, CO 80601

www.brightonarmory.org

303.655.2026

The Main Street Gallery

24 North Main St. – Downtown Brighton

Local artist Judith Dickinson and several local artists are now on display at The Main Street Gallery.

Bring in your Armory Card for 10% off featured artist's works.

The gallery will be opened evenings, Thursday – Sunday.

GREAT HOLIDAY GIFT IDEAS!!

Judith was recently commissioned to paint a portrait of the current Colorado Governor Bill Ritter and also a pair of works for the new Adams County Government building titled

"The Faces of Adams County"

SUPPORT THE ARTS!

Attention Downtown Businesses!

The Holiday shopping season provides a fantastic opportunity to increase the success of your business. Great customer service, store promotions, promotional emails, holiday sales, co-op marketing programs and decorative storefronts are all great ideas to ensure that shoppers are aware of your products and services.

Inexpensive Marketing Opportunities: Cheap Ideas for Marketing

Want good marketing? You're going to have to pay for it. Fortunately, you don't have to pay much. We've gathered together several inexpensive marketing opportunities for business owners. Not all of them will work in every business situation, but they just may be the thing you are looking for to increase the number of people walking through your door.

Viral marketing: With the popularity that YouTube and similar video sites are enjoying right now, a clever, humorous, or helpful video can get you far more dedicated viewers at a mere fraction of the price that a television commercial can cost. What's more, it can get passed around and recommended at other sites and result in a very high viewership while costing next to nothing. **Cost: Whatever the cost to create the video.**

Google AdWords: Although some words are being bid into sky-high prices, these text-based ads that appear on the top and right-hand side of Google searches are still a viable way to generate business because you're not paying for who sees your ad...but only for those who act on it.

Cost: Somewhere between a nickel and a dollar per click in most cases.

Create helpful, informative articles and submit them to your newspaper for local, offline exposure. Submit similar articles online at free article submission sites for online exposure. **Cost: Just your time...or \$10 to \$50 per article to have it written by someone else.**

Word of mouth advertising. Word of mouth advertising means getting people to talk about you, your company, and its products and services in a positive light. **No cost.**

Create your own "coffee time" newsletter. These are often small, 2 page documents filled with jokes, riddles, puzzles, and bizarre news stories. Some businesses sell advertising in them but there's no reason why you can't be the only advertiser. People read these at coffee shops...a perfect captive audience. **Cost: Less than \$50 to create, print, and distribute several to area coffee shops.**

Partner with another business to produce and distribute a flyer to your neighborhood: Advertise your business on one side and your partner's business on the other. You'll cut your advertising cost in half. **Cost: Half of what it would normally cost you to do the same thing on your own.**

Send an email to friends and family telling them that if they print the email and bring it in, they'll get a significant discount. Invite them to forward it to their friends. One restaurant near my house did this by offering 50% off everything on the menu and they saw a significant increase in profits.

Cost: You'll "spend" money because of the discount you offer, but a word-of-mouth campaign only costs the time it takes you to write the email.

Blogs are still a great way to interact with your audience and I am continually amazed at how tight the blogging community is. If you have an interesting blog, traffic will grow. Keep your corporate messages to a minimum and instead fill your blog with opinion, insight, and low-key friendliness. **Cost: Just your time to set up and maintain a blog. Article courtesy of morebusiness.com.**